

TO: BOSTON ROU - 1110 NY METRO ROU - 1210 DATE: 5/28/97  
PHILADELPHIA ROU - 1310 BUFFALO ROU - 1610  
PITTSBURGH ROU - 1710  
FOR: DISSEMINATION TO ALL APPROPRIATE PERSONNEL  
CHAIN PROMOTIONAL INFORMATION

CHAIN NAME: CUMBERLAND FARMS {EXCEPT FLORIDA} CID #: 0107-XX-XX

PROMOTION TYPE: NEW BRANDS SUPPLIER: 139410

DESCRIPTION:

BRANDS: DORAL FF BOX 100 DORAL LT BOX 100

AUTHORIZED LOCATIONS: ALL STORES {EXCEPT FLORIDA}

TIMING: AUTOMATIC DISTRIBUTION WEEK OF 6-9-97

DISPLAY METHOD: DORAL SAVINGS DISPLAY AS POTENTIAL DICTATES.

ACTION REQUIRED: SECURE EXTRA ORDERS AS NEEDED.

COMMENTS: CODE #'S:

202135 - DORAL FULL FLAVOR BOX 100

202143 - DORAL LT BOX 100

AUTHORIZED BY: LES HOLMES R.J.R. REP: J. L. Merusi

CC: DM'S  
RM'S

DIVISION: 1142  
PHONE: 508-923-0521  
FAX: 508-923-0240

	Sales	Retail
1221	1222	20, 21, 22, 24
1222	1223	
1223	1226	23, 24
1224	1229	
1225	ROM	
1226	PC	SC
1229	MC	PA
1240		
1244	RSM	RBM

51850 6274